SENIOR COMMUNICATIONS COORDINATOR

DEPARTMENT/UNIT: Monash Connect
FACULTY/DIVISION: Office of the Chief Information Officer
CLASSIFICATION: HEW Level 7
WORK LOCATION: Clayton campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Monash Connect is responsible for delivering high quality, customer-focused frontline administrative services to students and staff of the University. It provides these frontline services in partnership with a wide range of business units from across the University. In addition, Monash Connect Digital comprises both a web and communications team, and is responsible for the development of excellent digital experiences to enrolled students and other internal audiences. For more information about the range of services provided by Monash Connect, please visit our website: www.monash.edu/connect.

Connect Communications is responsible for providing excellent digital support to internal audiences of the University, with a particular focus on current students. The team initiates and drives online self-service and strategic communications to deliver high quality and timely information through a variety of digital channels.

POSITION PURPOSE

The Senior Communications Coordinator provides a range of specialist advisory and administrative services related to the effective delivery of integral communication across university stakeholders. This includes providing expert and informed advice to support business decision-making and managing and coordinating communication across multiple channels within the University. The Senior Communications Coordinator also provides support to projects, policy interpretation and advice and undertakes a variety of general administrative duties to meet the operational demands of the Communications team.

The Senior Communications Coordinator operates with excellence and expertise in process and judgement to provide sound and timely advice and support to staff and other stakeholders.

Reporting Line: The position reports the Monash Connect Communications Manager under broad direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budget Responsibilities: Not applicable
KEY RESPONSIBILITIES

1. Deliver quality, engaging communication across multiple channels, including planning and writing content for the web, email, SMS and student portals in line with Monash policies, procedures and guidelines.

2. Deliver “Business as Usual” (BAU) digital communications work, ensuring current students receive high-quality and timely support throughout their Monash journey.

3. Support the delivery of complex, interactive and multichannel digital communication projects across the full project lifecycle, from conception to delivery, ensuring quality standards, project specifications, project budget and timeframes are adhered to.

4. Work closely with senior management to support the management and delivery of current student communications projects and outcomes ensuring that projects align with strategic organisational objectives.

5. Work with strategic, creative and technical staff to proactively develop innovative solutions that will benefit the client’s business.

6. Plan, monitor and report on project execution to the Monash Connect Communication Manager.

7. Build and sustain partnerships and networks with other business units, functional areas, internal and external stakeholders including Strategic Marketing and Communications.

8. Co-ordinate a work environment of continuous review and improvement of business practices, operational processes and service provision.

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - A degree in Communications or other relevant discipline with at least four years subsequent experience; and
   - digital communication and writing experience demonstrating a strong understanding of digital channels and technologies; or
   - extensive experience and management expertise in technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Experience with digital communications, including writing for the web and supporting the delivery of communication projects with experience working with agile methodologies.

3. Excellent written communication skills including the ability to prepare a wide range of written communications, news items, SMS, emails, web pages, professional reports, plans and papers targeted to a broad audience.

4. Strong interpersonal skills with the demonstrated ability to communicate with internal and external stakeholders across boundaries of both creative and technical capabilities.

5. Demonstrated content management systems knowledge (Squiz Matrix would be an advantage), CRM and email marketing solutions (e.g. Salesforce) and an understanding of HTML.

6. Experience with user experience (UX) methodologies and understanding of site usability, information architecture and functionality.

7. High-level relationship management skills, including the ability to interact, influence and negotiate at senior levels within and outside the University, and ability to collaborate with a complex, cross-functional mix of internal and external stakeholders.

8. Expert analysis skills and ability to think creatively and problem-solve within tight timeframes and with a strong attention to detail.
OTHER JOB RELATED INFORMATION

- Travel (e.g. to other campuses of the University) may be required.
- Overtime and out of hours work (including evenings, weekends and public holidays) may be required.
- There may be peak periods of work during which the taking of leave may be restricted.

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.